

FIG. 1

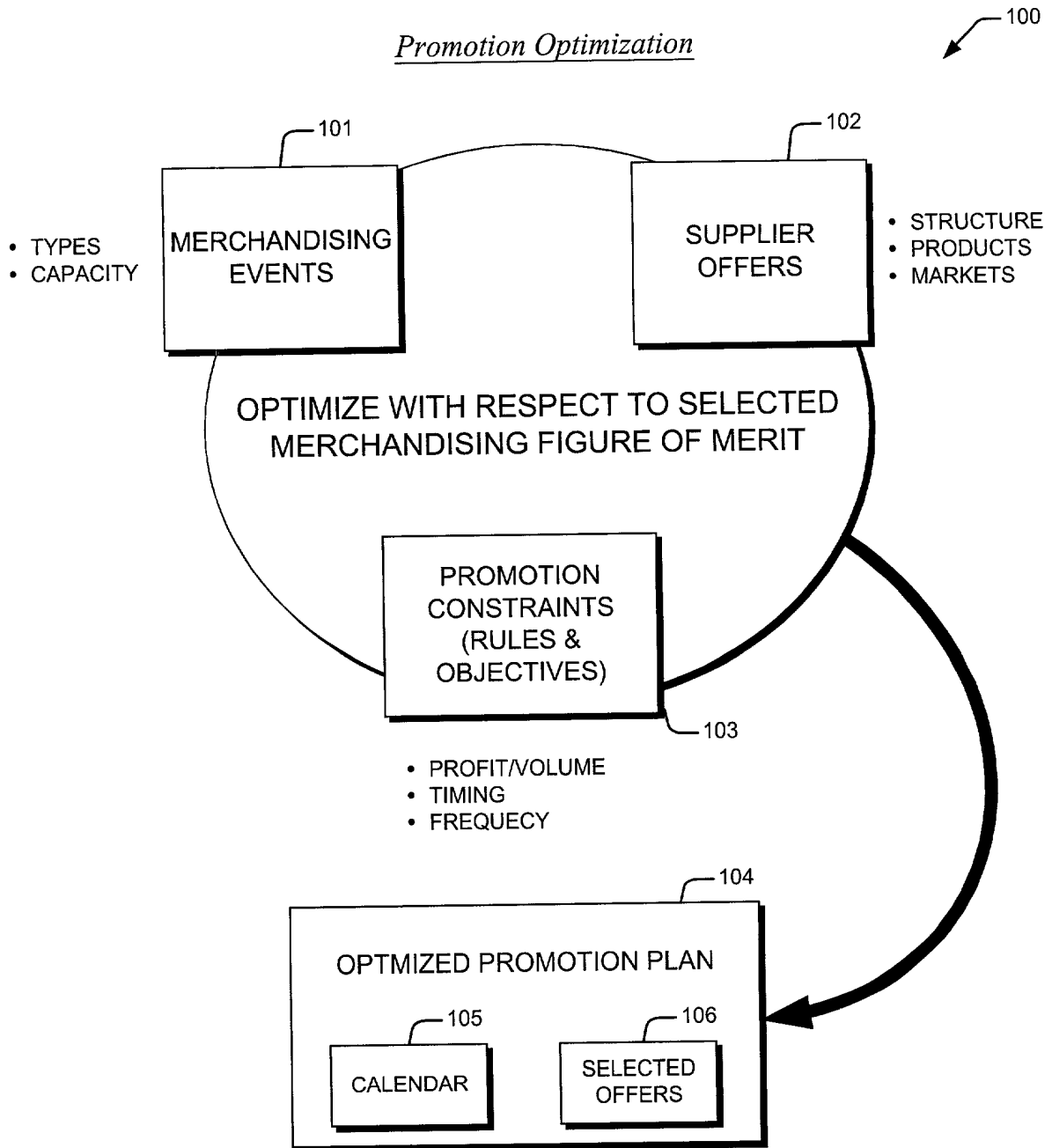


FIG. 2

Apparatus for Merchandise Promotion Optimization

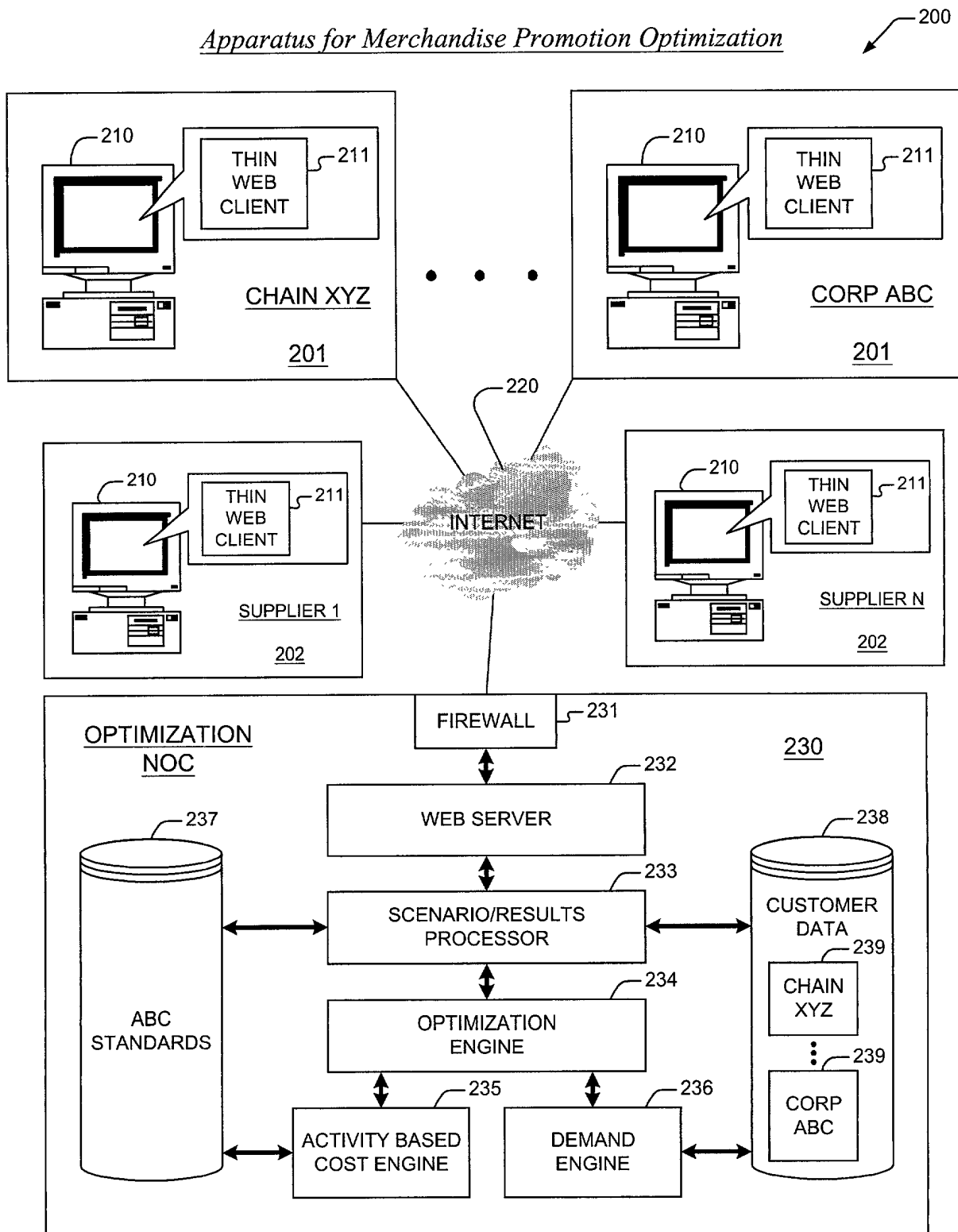


FIG. 3

Optimization Engine Details

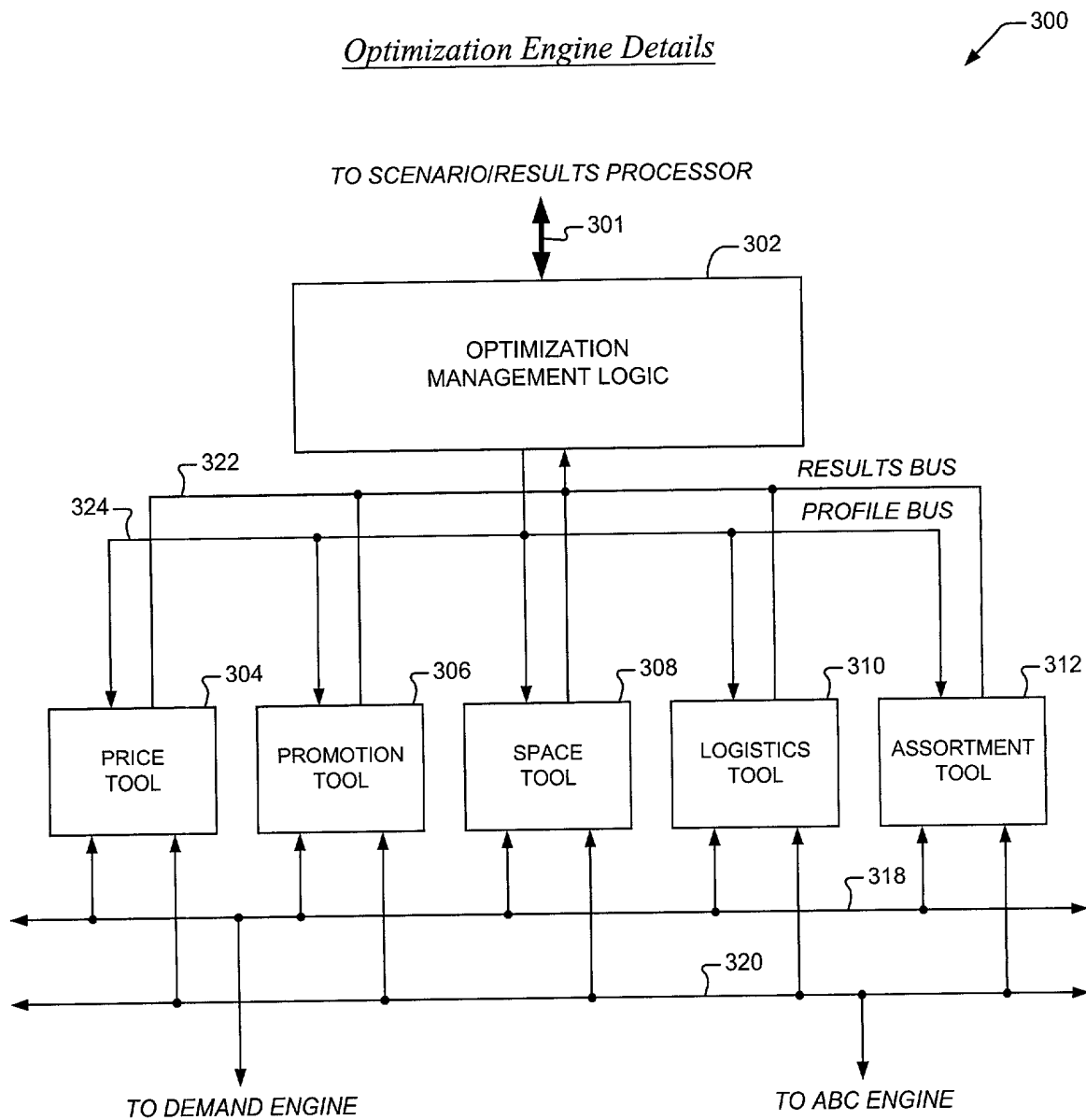


FIG. 4

Scenrio/Results Processor Details

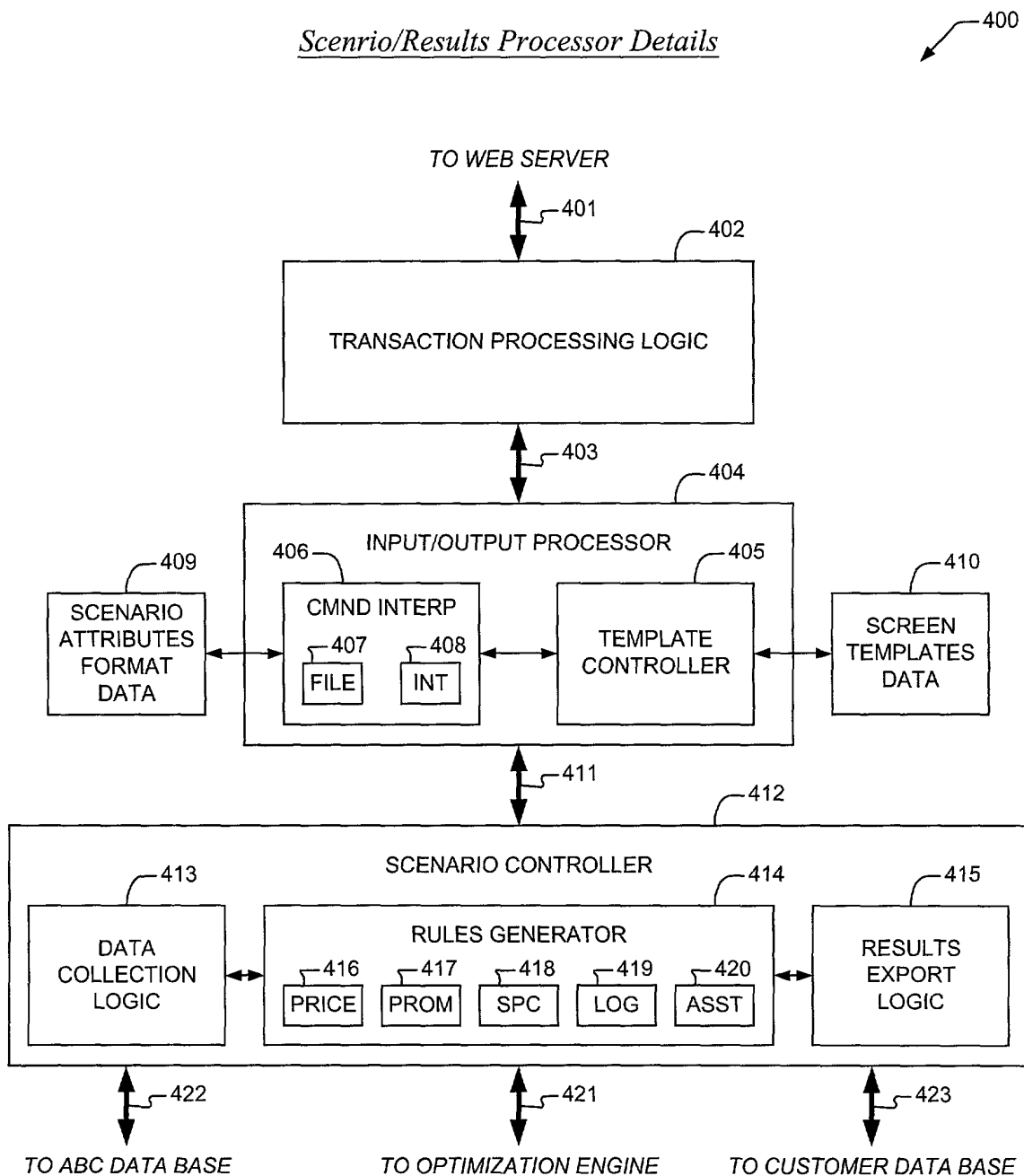


FIG. 5

Method for Optimizing Merchandising Promotion Plan

500

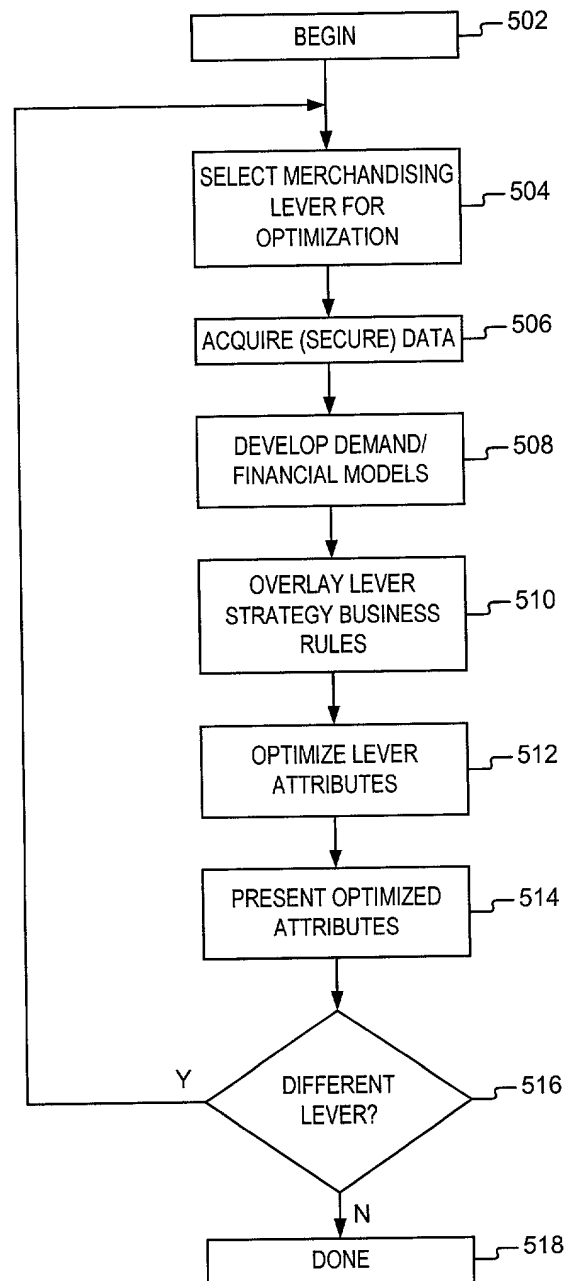


FIG. 6

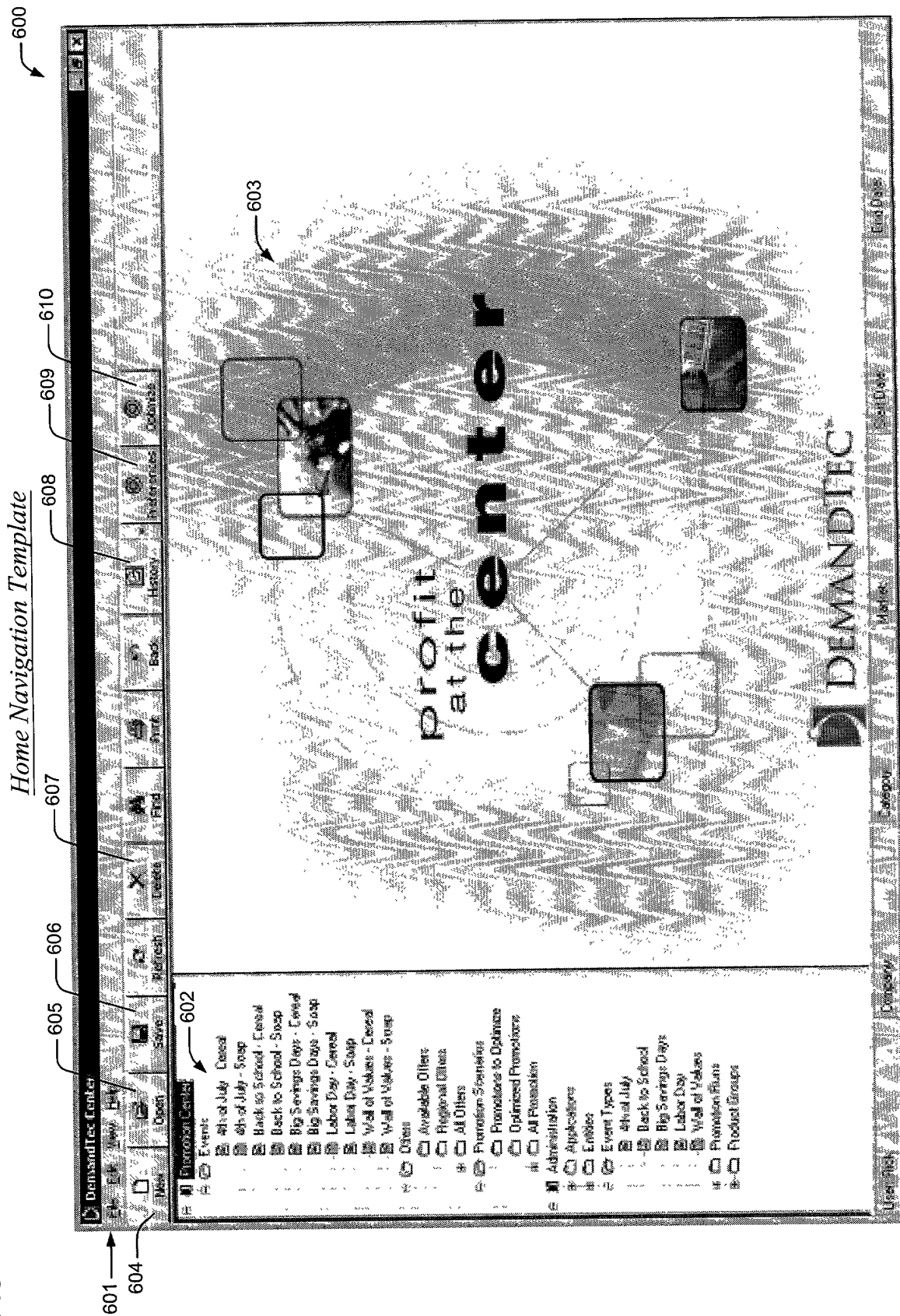


FIG. 7

Preferences Template

700

DemandTec - Promotion Center

DemandTec Promotion Center - Planning Wizard

Add filters to establish global planning variables

Enter Planning Start and End Days 701 per the Division, Category, and Market 702

Start Date: 5/1/2001 / 15 End Date: 8/1/2001 / 15

703

704

705

Next

Cancel

+

+FIG. 8

Promotion Event Configuration Template

DemandTec Center - Labor Day - Soap

New Open Save Refresh Delete Find Print Setup Help Preferences Options

Promotion Center: ← 802
Events:
☒ 4th of July - Soap
☒ Back to School - Soap
☒ Big Savings Days - Soap
☒ Labor Day - Soap
☒ Value of Values - Soap
Offers:
☒ Available Offers
☒ Regional Offers
☒ All Offers
Promotion Schemes:
☒ Promotions to Optimize
☒ Optimized Promotions
☒ All Promotion
Administration:
☒ Applications
☒ Entities
☒ Event Types
☒ 4th of July
☒ Back to School
☒ Big Savings Days
☒ Labor Day
☒ Value of Values
☒ Promotion Rule
☒ Product Groups

Event Type: Labor Day
Status: Active
Merchandising Fee: \$1,000.00
Retailer: \$2,500.00
☐ Offer Loyalty Reward

In Store Activity:
Duration: 4 weeks
☒ Same Price Across Market

| Week 1 | Week 2 | Week 3 | Week 4 |
|--------|--------|--------|--------|
| ✓ | ✓ | ✓ | ✓ |
| ✓ | ✓ | ✓ | ✓ |

| Week 1 | Week 2 | Week 3 | Week 4 |
|--------|--------|--------|--------|
| 20 | 20 | 10 | 10 |
| 25 | 25 | 20 | 20 |

Display Capacity Reduction: 1,000
Maximum Units: 2
☒ Use Same Brand
☒ Use Same Line
Storage Type: Display Shelf Space
Max Height: 2
☒ In Front Page

End Date: End Date
Start Date: Start Date
Final: Final
Order: Order

← 803

← 806 ← 807 ← 808

← 804 ← 805

Category: Soap
Product: Soap
Company: Soap
Date: 10/1/2001

FIG. 9

Promotion Event Configuration Area

[illegible]

Supplier Offer Configuration Template

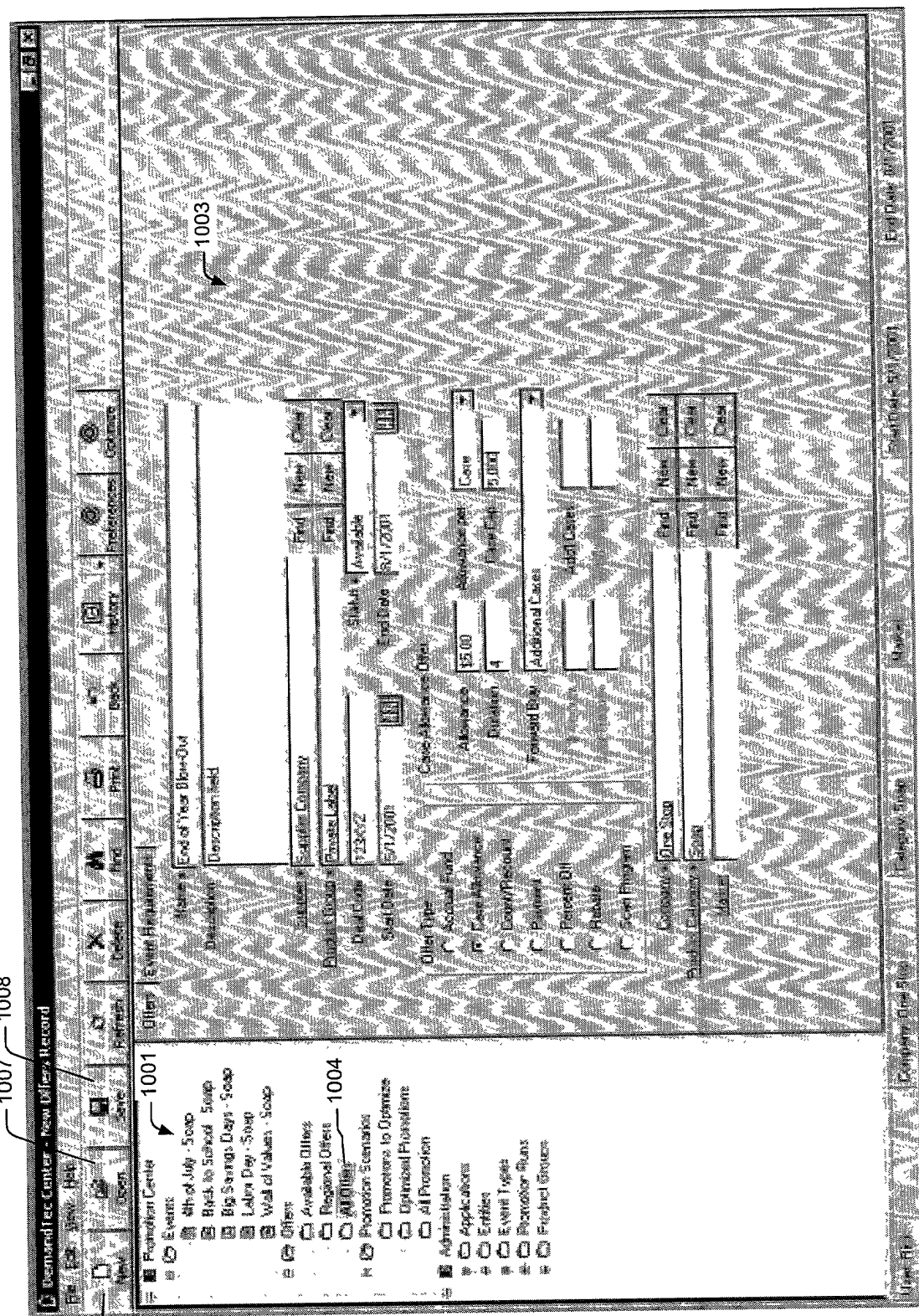


FIG. 11

Supplier Offer Configuration Area

Figure 1 is a screenshot of a computer screen displaying a window titled "Offers". The window is divided into several sections, each with a label and a corresponding field or button. The sections are as follows:

- Offers**: The main title of the window.
- Event Requirements**: A section containing a "Name" field and a "Description field".
- Product Code**: A section containing a "Product Code" field, a "Status" field, an "End Date" field, and an "Offer Type" field.
- Additional Costs**: A section containing an "Additional Costs" field and an "Additional Costs" button.
- Totals**: A section containing a "Totals" field and a "Totals" button.

The window is labeled with reference numerals 1101 through 1112, indicating specific elements and sections.

Promotion Scenario Configuration Template - Promotions Area



Promotions Area

Figure 1 is a screenshot of a software interface for managing a promotion plan. The interface is divided into several sections. At the top, there are tabs for "Promotions", "Offer Types", "Scenario Rules", "Products", "Capacities", and "Mechanizations". Below these, a "Name" field contains "Plan - 1st Quarter" and a "Description" field contains "1st Quarter Promotion Plan". A "Status" dropdown menu is set to "In Use (Activated)". To the right, a "Product Buy Method" section includes checkboxes for "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", and "Additional Buy Method". Below this, a "Product Buy Method" section includes checkboxes for "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", and "Additional Buy Method". At the bottom, a "Product Buy Method" section includes checkboxes for "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", "Additional Buy Method", and "Additional Buy Method". The interface is labeled with reference numerals 1301 through 1308.

FIG. 14

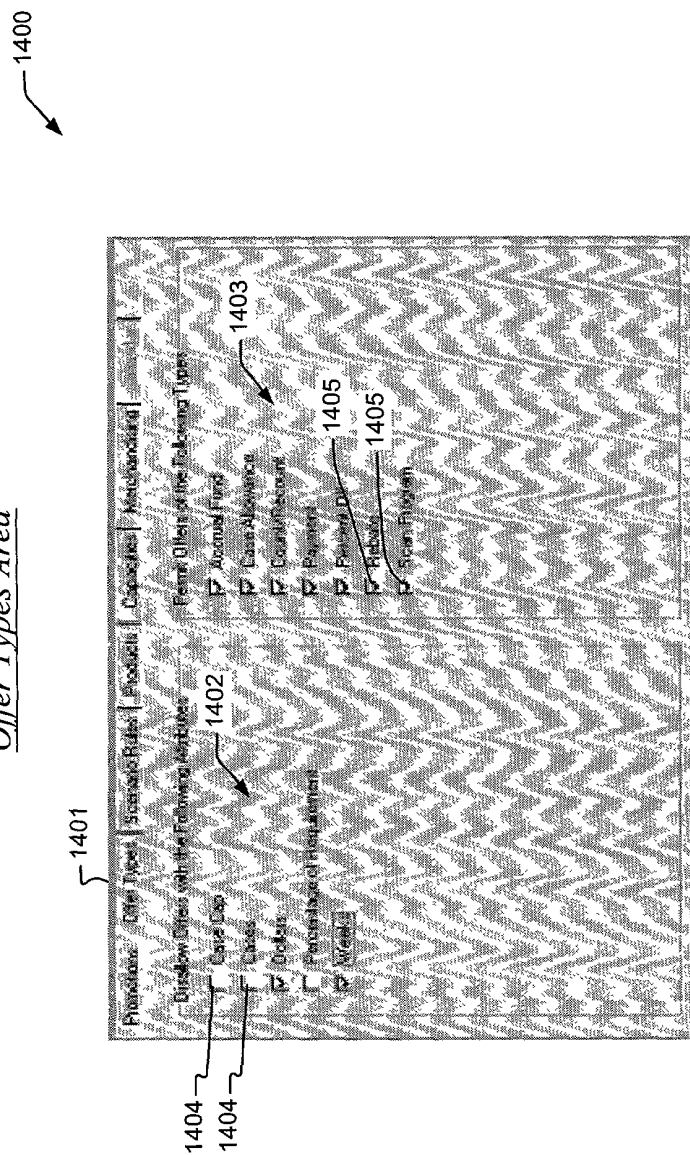
Offer Types Area

FIG. 15

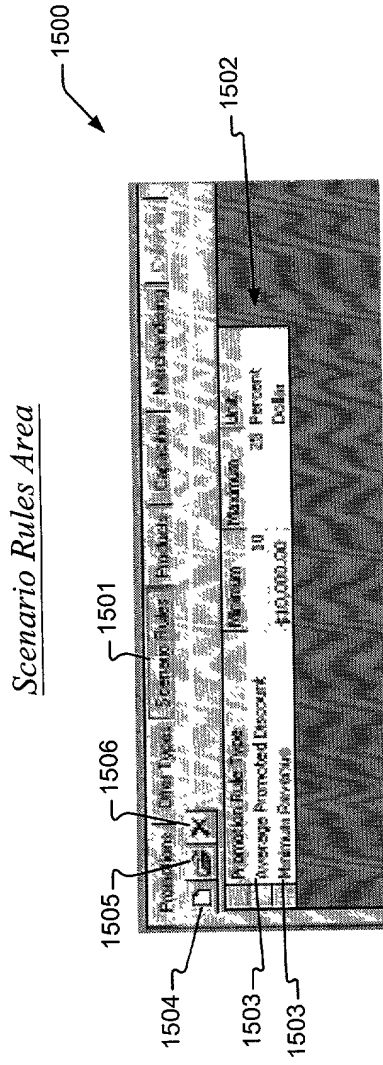


FIG. 16

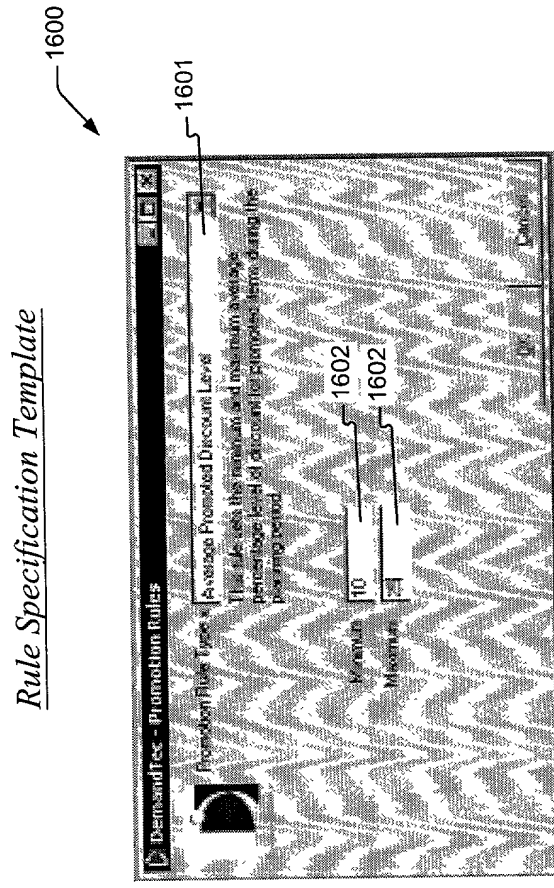


FIG. 17

Products Area

Products
Other Types
Standard Boxes
Products
Capacities
Medals and

Product Types

Standard

Back to School

Back to School

Back to School

Back to School

Back to School

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

FIG. 18

Capacities Area

Products
Standard Boxes
Products
Capacities
Medals and

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

FIG. 19

Merchandising Area

Promotions
Offer Types
Scenario Rules
Product
Capacities
Merchandising

| Category Promotion | | Brand Promotion | | Item Promotion | |
|--------------------|---|-----------------|---|----------------|---|
| Has Flag | 2 | Has Flag | 1 | Has Flag | 1 |
| Min Price | 1 | Min Price | 0 | Min Price | 1 |
| Max Price | 1 | Max Price | 0 | Max Price | 1 |
| Week | 1 | Week | 1 | Week | 1 |
| Gap Day | 1 | Gap Day | 1 | Gap Day | 1 |
| Week | 1 | Week | 1 | Week | 1 |

1900

1901

1902

1903

1904

FIG. 20

Optimization Wizard - Promotion Scenario Selection Template

DemandTec - Promotion Center Optimizer

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotions

2001

Back
Next
Cancel

2000

FIG. 21

Results Template - Optimized Calendar Area

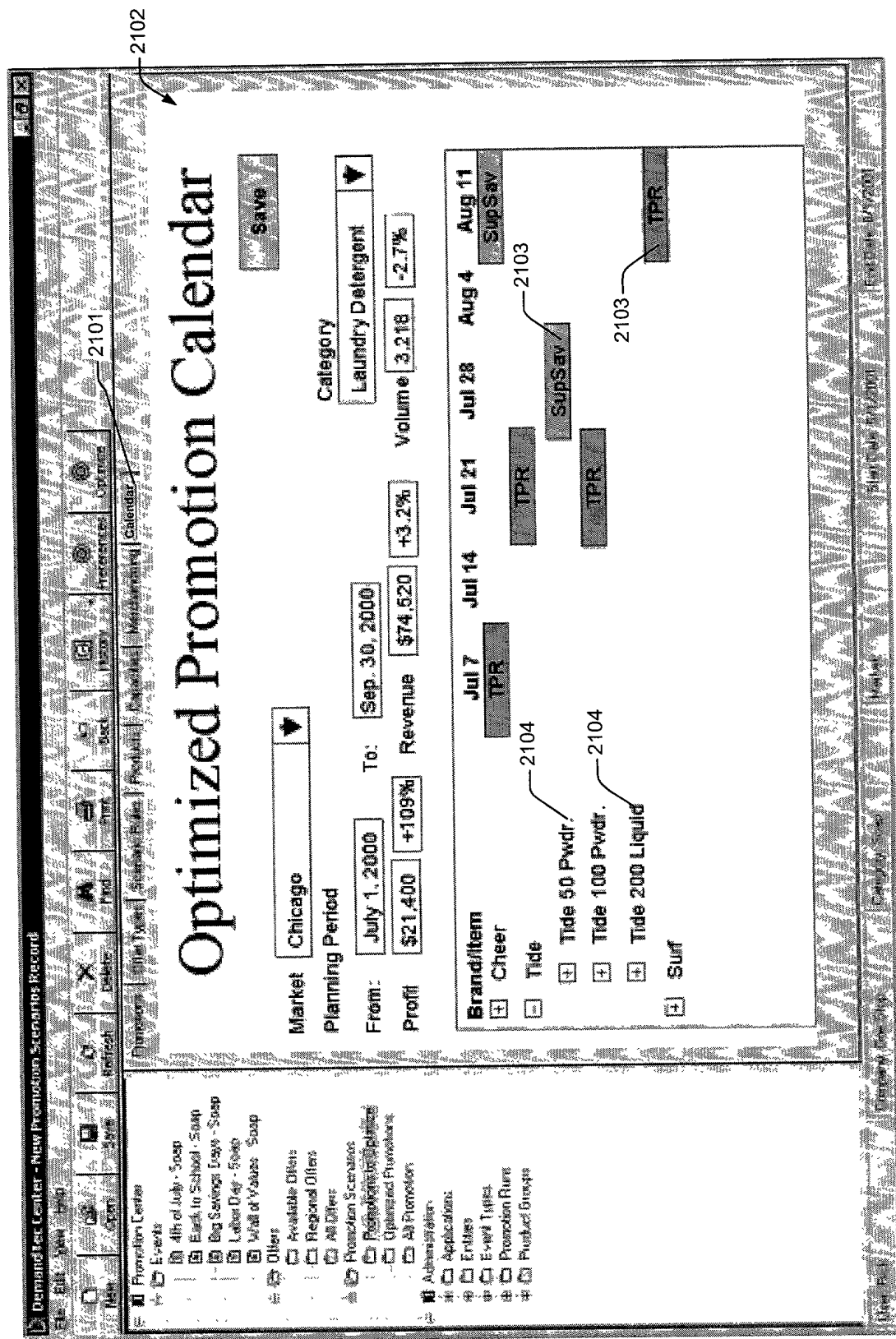


FIG. 22

Results Template - Event View Window

